

AMENDMENT**In the Claims:**

Please amend the claims as follows:

30. (Presently Amended) An electronic coupon processing system for eliminating a presentation of printed coupons at a checkout register, comprising:
- a plurality of consumer identification means wherein each consumer identification means is associated with a consumer;
 - a plurality of consumer accounts associated with said plurality of consumer identification means;
 - a database for storing information for each of said plurality of consumer accounts;
 - at least one means separate from a checkout register for each consumer to enter unutilized coupon information from printed coupons in the consumer's possession into said associated consumer account based on input of the consumer's consumer identification means so as to eliminate any need to present printed coupons at a checkout register;
 - at least one checkout register capable of collecting a consumer's purchase information, said register additionally being connected to said database;
 - means associated with said checkout register for reconciling the unutilized coupon information in each consumer's consumer account with the consumer's purchase information based solely on input of said consumer's consumer identification means; and
 - means for updating said consumer's consumer account to reflect utilization of coupons, wherein said at least one means for each consumer to enter unutilized coupon information from printed coupons is the only means provided for consumers to add unutilized coupon information into their consumer account, and
the system includes means to add unutilized coupon information directly to consumer accounts.

31. (Previously Added) The electronic coupon processing system of claim 30, wherein a consumer's frequent shopper card comprises said consumer identification means.
32. (Previously Amended) The electronic coupon processing system of claim 30, wherein additional unutilized coupon information is added to a consumer account by the system based on market information collected for a consumer associated with said consumer account.
33. (Previously Added) The electronic coupon processing system of claim 30, wherein said database is connected to registers at a particular store or group of stores.
34. (Previously Added) The electronic coupon processing system of claim 30, wherein said at least one means for each of said plurality of consumers to enter unutilized coupon information from printed coupons in their possession consists of a scanner.
35. (Previously Added) The electronic coupon processing system of claim 34, wherein said scanner is located in a store and said store further includes means for viewing and a printer for providing a printout of unutilized coupon information in a consumer's consumer account based on input of said consumer's consumer identification means.
36. (Previously Added) The electronic coupon processing system of claim 35, wherein said printout includes an aisle location for products associated with said coupon information in said consumer account.
37. (Previously Added) The electronic coupon processing system of claim 30, wherein said means for reconciling automatically sends both purchase information and coupon information directly to a clearinghouse or a manufacturer for reimbursement.

38. (Previously Added) The electronic coupon processing system of claim 30, further comprising means for providing Internet review of unutilized coupon information in a consumer's consumer account based on input of said consumer's consumer identification means.
39. (Previously Added) The electronic coupon processing system of claim 38, further comprising means to provide a printout of unutilized coupon information in a consumer's consumer account.
40. (Presently Amended) An electronic coupon process for eliminating a presentation of printed coupons at a checkout register, comprising:
a system associating a plurality of consumers with a plurality of consumer identification means;
the system associating a plurality of consumer accounts with said plurality of consumer identification means;
the system storing information for each of said plurality of consumer accounts in a database;
entering, at a location separate from a checkout register, unutilized coupon information from printed coupons in a consumer's possession into said associated consumer account based on input of said consumer's consumer identification means to eliminate any need to present printed coupons at a checkout register;
collecting said consumer's purchase information at a checkout register that is connected to said database;
reconciling the unutilized coupon information in said consumer's consumer account with the purchase information based solely on input of said consumer identification means of said specific consumer; and
updating a consumer account of said consumer to reflect utilization of coupons,
wherein consumers are limited to adding unutilized coupon information into their consumer account solely from printed coupons in their possession, and

the system can add unutilized coupon information directly to consumer accounts.

41. (Previously Amended) The electronic coupon process of claim 40, wherein a consumer's frequent shopper card is used as said consumer identification means.
42. (Previously Added) The electronic coupon process of claim 40, further comprising adding additional unutilized coupon information to a consumer account based on market information collected for a consumer associated with said consumer account.
43. (Previously Added) The electronic coupon process of claim 40, further comprising connecting said database to registers at a particular store or group of stores.
44. (Previously Added) The electronic coupon process of claim 40, further comprising entering unutilized coupon information from printed coupons using a scanner.
45. (Previously Added) The electronic coupon process of claim 44, further comprising locating said scanner in a store and said store further providing means for viewing and a printer for providing a printout of unutilized coupon information in a consumer's consumer account based on input of said consumer's consumer identification means.
46. (Previously Added) The electronic coupon process of claim 45, further comprising printing out an aisle location for products associated with said coupon information in said consumer account.
47. (Previously Added) The electronic coupon process of claim 40, wherein reconciling automatically sends both purchase information and coupon information directly to a clearinghouse or a manufacturer for reimbursement.

48. (Previously Added) The electronic coupon process of claim 40, further comprising providing Internet review of unutilized coupon information in a consumer's consumer account based on input of said consumer's consumer identification means.
49. (Previously Added) The electronic coupon process of claim 48, further comprising providing a printout of unutilized coupon information in a consumer's consumer account.